FIG. 1

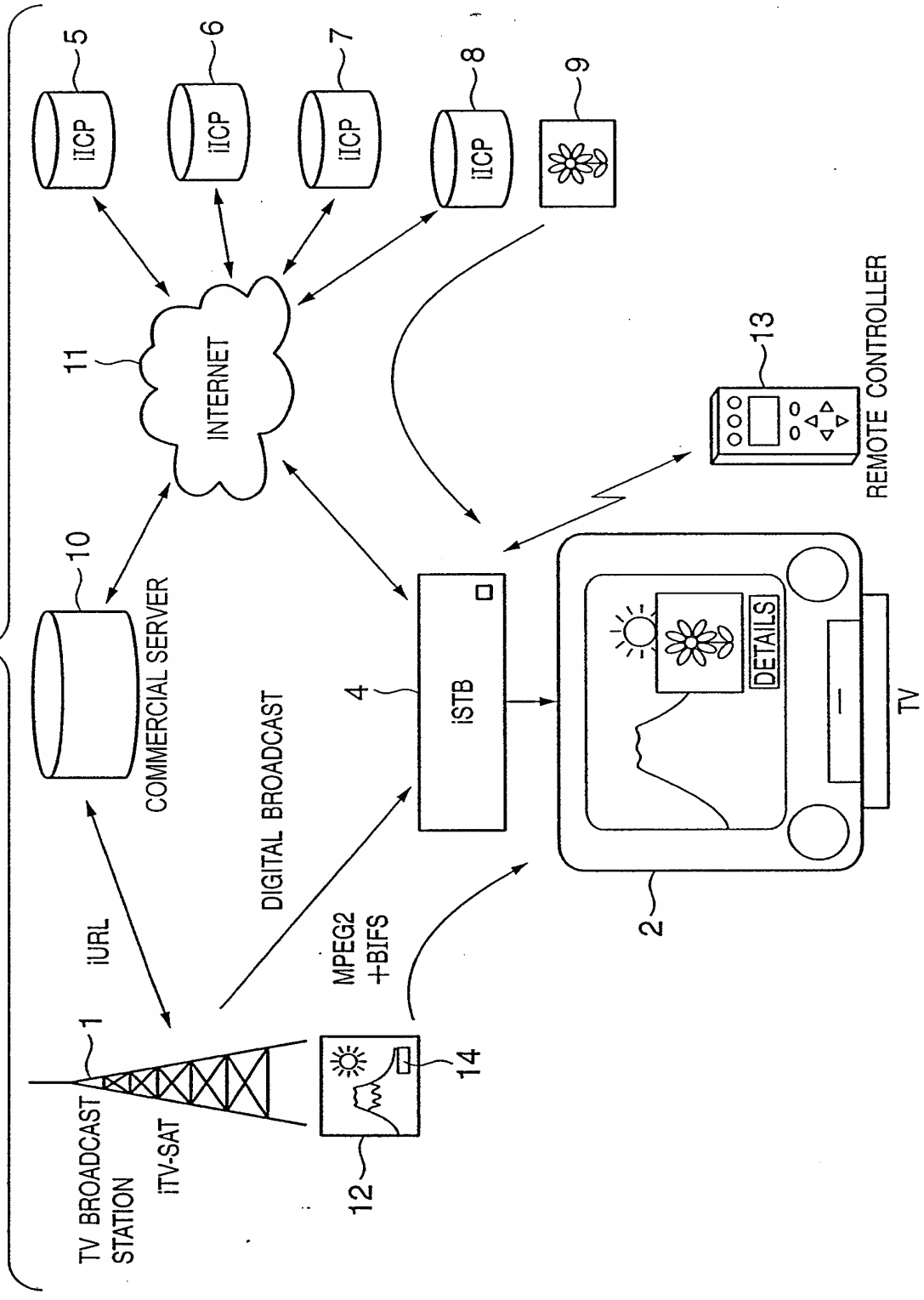
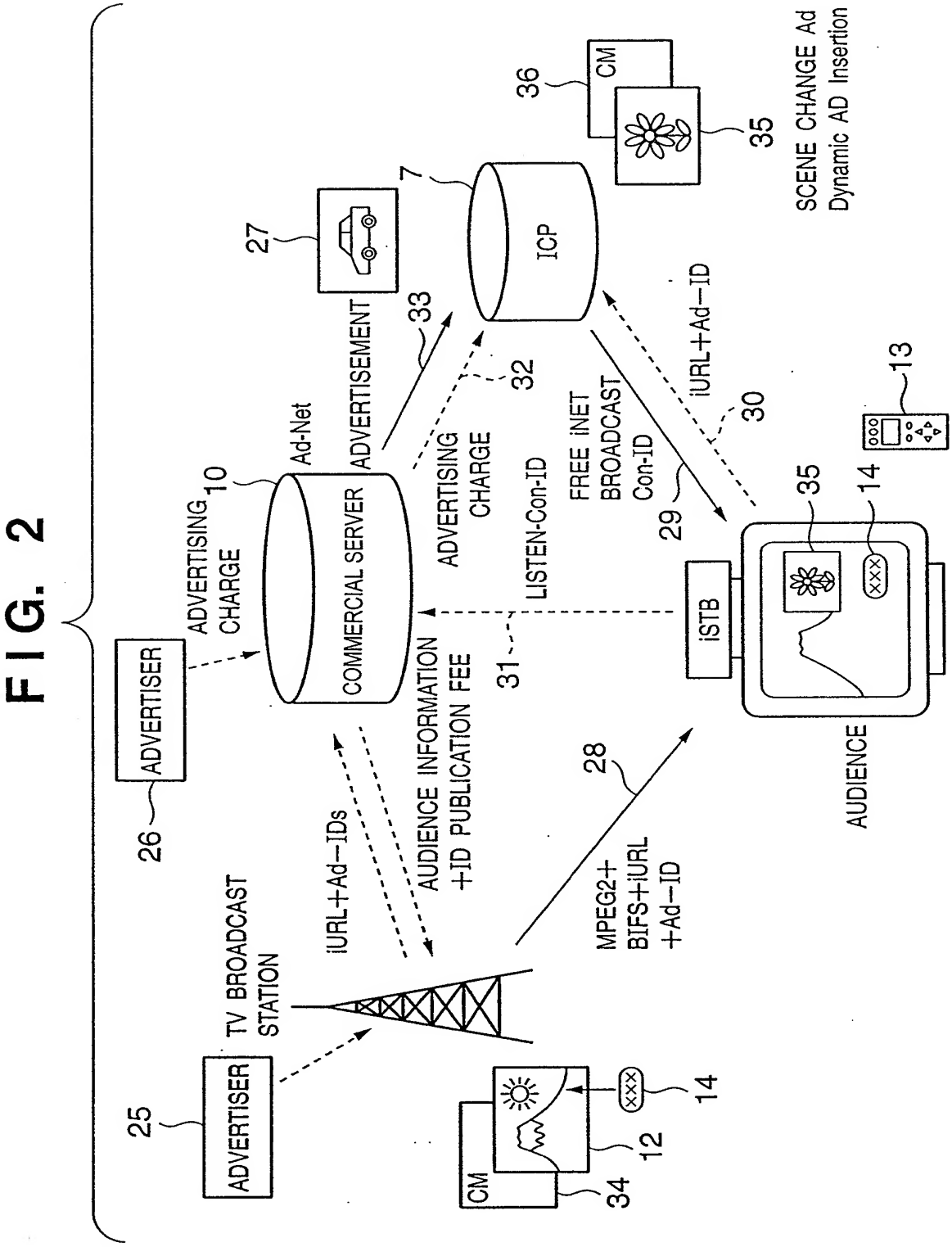

5
iICP
6
iICP
7
iICP
8
iICP
9
11
INTERNET
13
REMOTE CONTROLLER
10
COMMERCIAL SERVER
4
iSTB
DETAILS
TV
2
iURL
DIGITAL BROADCAST
MPEG2
+BIFS
1
14
TV BROADCAST
STATION
iTV-SAT
12

FIG. 2


ADVERTISER
26
ADVERTISING CHARGE
COMMERCIAL SERVER
10
Ad-Net
ADVERTISEMENT
33
27
ICP
7
36
CM
35
SCENE CHANGE Ad
Dynamic AD Insertion
ADVERTISING CHARGE
32
LISTEN-Con-ID
31
FREE iNET BROADCAST
Con-ID
29
iURL+Ad-ID
30
13
iSTB
35
14
AUDIENCE
iURL+Ad-IDs
AUDIENCE INFORMATION
+ID PUBLICATION FEE
28
MPEG2+
BIFS+iURL
+Ad-ID
TV BROADCAST
STATION
ADVERTISER
25
CM
34
12
14